

SYSTEM AND ASSOCIATED TERMINAL, METHOD AND COMPUTER PROGRAM PRODUCT FOR RECORDING CONTENT USAGE STATISTICS

ABSTRACT OF THE DISCLOSURE

A terminal for recording content usage statistics comprises a memory and a controller. The memory is capable of storing at least one piece of content. The
5 controller, in turn, is capable of accessing at least one piece of content from the memory. The controller is also capable of operating a client application, which is capable of being triggered to obtain a location of the terminal by the controller accessing the piece(s) of content. The memory is also capable of storing, into a content usage log, at least one content usage statistic relating to the controller accessing the piece(s) of content. For
10 example, at least one content usage statistic can include the location of the terminal. Additionally, or alternatively, for example, at least one content can include one or more statistics related to the terminal and/or the piece(s) of content accessed from the memory of the terminal.

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